

# UCD Horizons

**MIS10040 -Web Design and Analytics**

## Semester 2, 2020 Group Project

Web design involves planning and constructing websites based on successfully identifying and satisfying a given set of requirements, taking into account the resources and constrains available at the time. Web design is best accomplished using a design thinking approach based on five distinct phases: empathize, define, ideate, prototype and test. With that in mind, your goal is to successfully design a website for a client of your choice using a design thinking approach.

### Requirements

* Client selection:
  + Groups should consider putting their knowledge and skills to good use by choosing a real world client such as a local charity or non-profit organization, a family run business, a student society, a club or other volunteer organization.
  + Bear in mind that in certain situations, it may be necessary to password protect your website or to use a pseudonym.
* Project management:
  + Ensure the scope of the project is realistic given the resources and constraints available within the team (here, the team has particular time constraints upon them but more importantly the team has certain expertise available to it and should leverage those fully).
  + All individuals in the team must be active members. Failure to do so, may negatively affect individual students’ final grade in the module. At the same time, each individual in each group should take on one or more active roles based on an analysis of each individual’s expertise.
* Requirements analysis:
  + Groups should begin with a requirements elicitation process in order to identify and articulate the requirements for different types of stakeholders involved in the project (e.g. client/user). During this process, each group should identify tangible metrics that can be used to measure site performance later on.
* Design specification:
  + Groups should produce a design specification document that includes, as a minimum, a proposed site map and wireframes and should have done some use case modeling as part of this process.
* Development phase:
  + You must build a working implementation of your website hosted on a url available on the web, which can be use Wordpress, Weebly or any other host for this project. You must also take care to avoid infringing on anyone’s privacy rights, IP rights, copyrights etc. You are strongly advised to discuss any issues arising on this front with your tutors prior to submitting your finished projects. You must also explicitly acknowledge the work of others in your report. Failure to do so may be deemed to constitute an act of plagiarism.



# Group Project Deliverables

## Initial site specification

* + 1. Final site deliverable

1. **Initial site specification**

You are required to submit an **initial site specification** for approval and feedback. This **MUST be** submitted via **Brightspace** as a single .pdf file no later than **11.59pm on March 29th.**

* This initial specification should specify the site you will build and your plan for accomplishing the work in the timeframe (i.e. listing the deliverables that will be produced at each milestone and identifying the individuals who will be primarily responsible for each one).
* It should include the results of the requirements analysis and should also include the design specification.
* It should be client facing. This document is meant to simulate the spec that you would present to a client prior to beginning a build.
* The style should be confessional rather than exhibitionist. It should honestly reflect the team’s progress to date, plans for the future and challenges to be overcome.
* The main body of the content should only be **3-5 pages max**. This does not include cover page, appendices, and contents – but does include any graphics or wireframes. Remember, this document should be a client- facing document.

Failure to adhere to these instructions will result in the application of a penalty.

# Final site deliverable

This MUST be submitted via Brightspace as a single .pdf file no later than

### 11.59pm on April 19st.

The submission must include the following items:

* + 1. A cover page listing the module name and code; the group’s name/number; the names and student IDs of all group members.
    2. You should include login details for an admin user of your WordPress/Weebly site, specifically for the instructor.
    3. Website access details **MUST be accessible from 9am on April 20th until the end of the module.**
    4. A slide presentation for the client (max 10 slides) which:
       - Identifies the primary purpose of the site.
       - Identifies the site requirements and explains how they were met.
       - Highlights the site’s main features and any advanced features.
       - Justifies the ambition of the project given the group’s skillset.
       - Incorporates comprehensive graphic and functional review of the website.
       - Specifies handover/future work.

Failure to adhere to these instructions will result in the application of a penalty.

# Submission guidelines

* Student participation in the module should abide by the provisions of the UCD Student Code:

<http://www.ucd.ie/governance/resources/policypage-studentcode/>

* All deliverables, whether individual or group, are expected to exhibit academic integrity, whereby appropriate acknowledgement is given to the contributions of others in any work, through appropriate internal citations and references. In particular, all deliverables must comply with UCD policies on Academic Integrity and Plagiarism:

<http://libguides.ucd.ie/academicintegrity>

* Assignments must be submitted electronically via Brightspace no later than 11.59pm on the day that they are due (emailed submissions will not be accepted). Failure to adhere to submission guidelines will result in a mark of zero being awarded.
* All assignments received after that time will be subject a grade penalty. In line with UCD’s late submission policy, a penalty of one grade mark for each day the submission is late will be applied to late submissions (e.g. from B- to C+ in one day).
* Permission for absences and extensions will only be granted in exceptional circumstances (i.e. relevant illness, bereavement or other extenuating circumstances). Please note that if an extension is being requested for medical reasons, a medical certificate giving full details of the relevant circumstances must be submitted.
* It is your responsibility to inform the module coordinator in a timely manner if you are unable to complete one or more assignments in the time allowed.
* In order to understand the grading structure of these deliverables, and the module overall, please familiarize yourself with the UCD grading structure in the following document:

https://[www.ucd.ie/registry/assessment/staff\_info/modular%20grades%20explained%20staff.pdf](http://www.ucd.ie/registry/assessment/staff_info/modular%20grades%20explained%20staff.pdf)